

PHRASES THAT APPLY TO THE  
NORTHWIND AD  
(By brand loyalty)

	Brand Loyal	<i>Family</i> Type- Loyal	Not Brand Loyal
N =	81	45	113
	%	%	%
Difficult <i>erent</i>	69	67	61
Appealing	59	69	56
Arouses my interest	58	53	59
Worth reading	43	38	37
Exciting	26	29	20
Just a typical cigarette ad	24	27	15
Gave me a lot of information	19	11	19
Told me something important	21	11	16
Hard to believe	19	13	13
Unrealistic	7	9	8
Ad made me concerned about smoking	10	2	6
Hard to understand	4	4	5
Dull and boring	-	9	6
Bothersome	3	4	2
Ad irritated me	-	4	3
Too complicated	3	-	-

QUESTION:

I am going to show you a list of phrases that could be used to describe advertising. Please circle the words or phrases that you think apply to the Northwind ad. You may circle as many as you like.

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TABLE